

Simplified Payroll Record

1 TO 25 EMPLOYEES

Provides one sheet for each employee. Can be used with any bookkeeping system. Can be started any time, provides for a full year. Suitable for any business, profession, trade, farm or ranch. Sheets are 9 1/4" x 11 7/8". Bound in red leather-grained covers.

Stock No. M-1812 \$1.95 each
Packed 6 per box, boxes not broken.
Box List Price \$11.70

Simplified Payroll Record

1 TO 50 EMPLOYEES

Identical with M-1812 (at left) except for 25 extra sheets. Both books contain pages of sample entries and simple instructions. Column headings provide for hourly-wage and salaried employees, all taxes and withholdings.

Stock No. M-2812 \$2.95 each
Packed 6 per box, boxes not broken.
Box List Price \$17.70

Household Budget Record

America's largest-selling home budget book! Recommended by accountants, bankers, and marriage counselors. Easy to use. Helps user balance income, expenses and savings, and plan his future financial independence. Provides complete records for income tax deductions. 40 pages, 8 1/2" x 11". Wire-O bound to open flat for easy posting.

Stock No. MH-50 \$1.00 each
Packed 6 per box,
boxes not broken
Box List Price \$6.00

Job Estimate Sheets

Costs are broken down in detail by material, labor, etc. Contains 100 sheets, 9 1/4" x 11 7/8" each. Punched with two 1/4" holes, 2 1/16" center.

Stock No. M-2140 \$2.95 each
Packed 6 per box, boxes not broken.
Box List Price \$17.70

Personal Budget and Income Tax Record

Covers both living and personal business expenses, separated for easy totaling of tax deductible items. Sample entries show how. Also special pages for insurance, investments, household or other employee's pay, etc. Can be started any time. Durable, washable board cover, 9 1/4" x 12", Wire-O bound. 70 pages (35 sheets).

Stock No. M-1607 \$1.95 each
Packed 6 per box, boxes not broken.
Box List Price \$11.70

Simplified Weekly Bookkeeping and Tax Record

The best low-cost, general-purpose bookkeeping and payroll system available. No experience needed. Start any time. Contains facsimile pages and Ideal's easiest-to-use Summary pages. 152 pages (76 sheets), 9 1/4" x 11 7/8". Heavy embossed cover. Wire-O bound, opens to lie flat for easy posting.

Stock No. M-2025 \$3.50 each
Packed 6 per box, boxes not broken.
Box List Price \$21.00

IDEAL LOOSE LEAF SHEETS

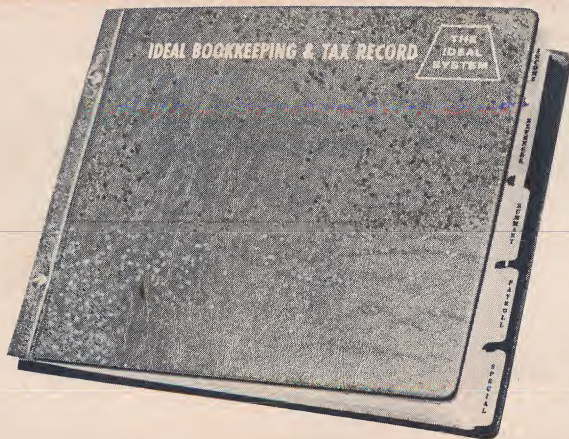
All sheets found in Ideal Loose-Leaf Systems are available in bulk. Summary Sheets are also available in sets, enveloped. Sheets measure 9 1/4" x 11 7/8", are slot punched for 3/16" posts as well as for Ideal System binders. Packed 100 same kind to a box.

LIST PRICES:

Less than 25 sheets, assorted...10c ea.
25-49 sheets, assorted.....8 1/2c ea.
50-99 sheets, assorted.....7c ea.
100 or more sheets, assorted
per 100\$5.50
100 or more sheets, all same
form, per 100\$5.00

Appointment Record Sheets for
LL-4410, 11" x 8 1/2", multi-ring
punched.

Sheet No. 43103c ea.
Box of 100 not broken; Colored
Slip Sheet at 50 mark, per 100...\$2.70



MAKE MORE MONEY ON IDEAL'S SIMPLIFIED BOOKKEEPING SYSTEMS

They out-sell all others combined!

These are America's leading "Do-It-Yourself" Bookkeeping Systems. Each is designed for a particular business, trade, profession, farm or ranch and was created by a former Internal Revenue Service agent! Each shows user's financial standing at all times...helps him make profitable business decisions and increase his tax savings. Sample entries show him how...and he can start any time. No bookkeeping experience is needed. Loose-leaf binder is 9½" x 12½". Extra sheets may be added as needed.

ORDER BY NUMBER	\$3.50	\$4.95	\$6.95
NAME OF BOOK	Book No.	Book No.	Book No.
Attorneys		3422	
Barber Shop		3082	
Beauty Shop		3081	
Beer, Wine & Liquor Package Store		3091	
Business Service		3621	
Cleaners & Dyers		3631	
Contractors		3141	5141
Dentists		3412	
Doctors		3411	5411
Drug Store		3041	
Farm & Ranch	R 2031	3031	5031
Garage & Service Station		3111	5111
General Business Record	2611	3611	5611
Grocers		3061	
Hardware		3051	
Insurance Agents		3321	
Jewelers & Watchmakers		3071	
Manufacturers		3131	5131
Merchants		3021	5021
Motel, Apartment House & Hotel		3511	5511
Personal Budget & Income Tax Record	2607		
Professional Service		3421	
Real Estate Business		3311	5311
Restaurant & Cafe		3221	5221
Service Station		3121	
Tavern & Cafe		3211	
Truckers		3641	

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NEW! for office, travel,
home & gift use

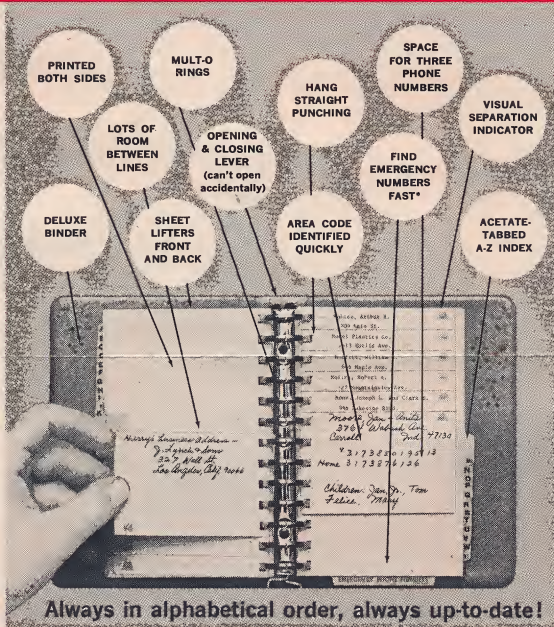


Master-Ref

Visible Record Books

Find names, addresses,
telephone numbers, prospects and
other data instantly

With Ideal's new Master-Ref Books, you find information in a jiffy. Master-Ref's over-lapping forms on Multi-O Rings are the secret. Every time you flip an index tab, you see up to 12 names and addresses (or telephone numbers) at a glance. New names can be inserted easily in true alphabetical sequence, old names can be removed, rearranged or replaced quickly. You eliminate messy erasures and tedious rewriting. Master-Ref Books are beautifully bound in rich tan Roman Calf Virgin Vinyl and, like fine library books, have titles stamped on front and spine.

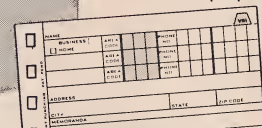


Always in alphabetical order, always up-to-date!

*In all address & telephone books

Telephone

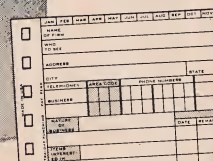
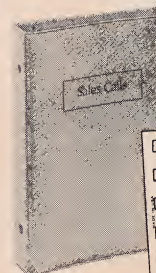
Ideal's Telephone far easier! Show local number... in" by fine ruling dialed in proper



Stock No.	Binder Size	Ring Size	A-Z Index
LL-6050	6½x3¾	½	13 Div.
LL-6052	6½x3¾	½	25 Div.
LL-6110	6½x3¾	1	25 Div.
LL-6155	6½x3¾	1½	25 Div.
LL-8050	8x5	½	13 Div.
LL-8052	8x5	½	25 Div.
LL-8110	8x5	1	25 Div.
LL-8155	8x5	1½	25 Div.

Sales Call

Tuck this loose-pocket or car glg desk. Before eve



Stock No.	Binder Size	Ring Size	A-Z Index
LL-8122	8x5	1	25 Div.

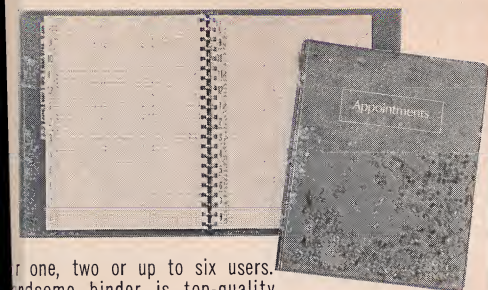
IDEAL'S MASTER-REF FORMS			
Stock No. and Description	Form Size	No. Forms per Pack	Pack Price
6200 (Address Forms)	2½x3¾	50	\$.49
8300 (Address Forms)	2½x5	50	.49
6500 (Telephone Forms)	2½x3¾	50	.49
8500 (Telephone Forms)	2½x5	50	.49
8001 (Cards & Gifts Forms)	3½x5	50	.49
8550 (Sales Calls Forms)	3½x5	50	.49
6700 (Blank Forms)	2½x3¾	50	.49
8700 (Blank Forms)	2½x5	50	.49
6800 (Ruled Forms)	2½x3¾	50	.49
8800 (Ruled Forms)	2½x5	50	.49

IDEAL'S MASTER-REF BINDERS					
Stock No.	Binder Size	Ring Size	Title	Price	
B-6	6½x3¾	½	None	\$2.00	
B-61	6½x3¾	1	None	2.40	
B-615	6½x3¾	1½	None	2.95	
B-8	8x5	½	None	2.25	
B-81	8x5	1	None	2.75	
B-815	8x5	1½	None	3.50	

IDEAL'S MASTER-REF INDEXES			
Stock No.	Description	Size	Price
A-6	12 Div., Plain	6½x3¾	\$.35
A-613	13 Div., A-Z	6½x3¾	.85
A-625	25 Div., A-Z	6½x3¾	1.60
A-8	12 Div., Plain	8x5	.45
A-813	13 Div., A-Z	8x5	.95
A-825	25 Div., A-Z	8x5	1.85

FOR ANY BUSINESS OR PROFESSION

Three-leaf Undated APPOINTMENT RECORD



For one, two or up to six users. Handsome binder is top-quality man Calf virgin vinyl, with Multi-O rings. Sheets are 11" x 8½", divided in ¼-hour intervals. Three columns per page, 6 per spread. Twelve dividers with Jan.-Dec. index tabs. Refill Sheet No. 4310, \$2.70 list.

Stock No. LL-4410
\$4.95 ea.

Display box
of 4 books,
\$19.80 list,
not broken

WIRE-O BOUND UNDATED APPOINTMENT RECORD

For one, two or up to six users. Same 3-column, ¼-hour rulings as above on 17½" x 9¼" sheets. Bound in red leather-grained cover. Opens flat for writing ease. Can be started any time. Contains 60 pages (80 sheets).

Stock No. M-2410
\$2.95 ea.

Display box of 6 books,
\$17.70 list, not broken



MONTHLY POCKET-SIZE EXPENSE RECORD

Complies with New Tax Rules! Provides for a full month's (5 weeks) expense, one spread per week, plus special pages detailing entertainment, small-change expenses, etc. Arrangement of entries same as for Ideal's Weekly Expense Record (MX-52 below). Booklet 3⅝" x 6⅝" closed; 6⅝" x 7¼" open.

Stock No. MX-12
25c each; 3/69c

Packed 25 to a display box, boxes
not broken. Box List Price \$5.75

Bulk Pack of 100: Stock No.
MX-12BP, \$19.00 list



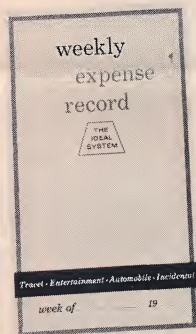
WEEKLY POCKET-SIZE EXPENSE RECORD

Complies with New Tax Rules! The best-planned, best-looking pocket-size expense record available. Created by experts to remind you to list all expenses. Travel, entertainment, automobile, incidental expenses are all covered completely. Easy to use... easy to file. 3⅝" x 6⅝", open to 6⅝" x 10¾".

Stock No. MX-52
10c each; 5/45c

Packed 50 to a display box, boxes
not broken. Box List Price \$4.50

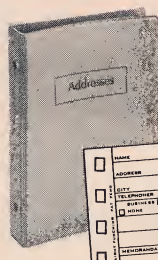
Bulk Pack of 100: Stock No.
MX-52BP, \$7.50 list



Address Books

Address Book forms make telephone dialing easier. Each form has a separate area code from digits in the local number are "fenced off" that helps make sure every digit is in sequence.

Telephone Forms available in two sizes: (A) 2½" x 5" forms to fit 8" x 5" binders. (B) 2½" x 3⅝" forms to fit 6½" x 3⅝" binders. Binders available with ring sizes: ½", 1", 1½". 8 models in all—each with A-to-Z index, tabbed "Emergency Phone Numbers" index.



Address Books

Ideal's Address Book forms are organized to provide for name, address, zip code, home and business telephone numbers, and memoranda. When an address needs changing, you can replace that form in seconds.

Forms available in two sizes: (A) 2½" x 5" forms to fit 8" x 5" binders. (B) 2½" x 3⅝" forms to fit 6½" x 3⅝" binders. Binders available with ring sizes: ½", 1", 1½". 8 models in all—each with A-to-Z index, tabbed "Emergency Phone Numbers" index.

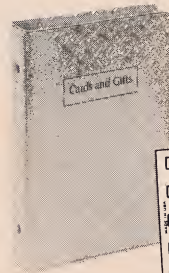
Forms in Book			Price
Form No.	Size	Quantity	
6500	2½x3⅝	100	\$3.50
6500	2½x3⅝	100	3.95
6500	2½x3⅝	100	4.50
6500	2½x3⅝	200	5.95
8500	2½x5	100	3.95
8500	2½x5	100	4.50
8500	2½x5	100	5.50
8500	2½x5	200	6.95

Stock No.	Binder Size	Ring Size	A-Z Index	Forms in Book			Price
				Form No.	Size	Quantity	
LL-6000	6½x3⅝	½	13 Div.	6200	2½x3⅝	100	\$3.50
LL-6002	6½x3⅝	½	25 Div.	6200	2½x3⅝	100	3.95
LL-6100	6½x3⅝	1	25 Div.	6200	2½x3⅝	100	4.50
LL-6150	6½x3⅝	1½	25 Div.	6200	2½x3⅝	200	5.95
LL-8000	8x5	½	13 Div.	8300	2½x5	100	3.95
LL-8002	8x5	½	25 Div.	8300	2½x5	100	4.50
LL-8100	8x5	1	25 Div.	8300	2½x5	100	5.50
LL-8150	8x5	1½	25 Div.	8300	2½x5	200	6.95

Book

Keep file in your brief case, top-coat or glove compartment. Or, keep it on your desk. Every call, it brings you in seconds on company address, who to see, previous quotes, jobs pending, credit and other data.

Available in one size only, 8" x 5". Has 25-division A-Z index and 3½" x 5" forms.



Card & Gift Book

The most helpful Card and Gift Record ever made—really three books in one. Serves as Address Record, Christmas Card and Gift Record, as well as Record of Cards and Gifts for other occasions. At top of each form, circles can be placed around months to indicate when cards or gifts are needed.

Available in one size only, 8" x 5". Has 25-division A-Z index and 3½" x 5" forms.

Forms in Book			Price
Form No.	Size	Quantity	
8550	3½x5	100	\$5.50

Stock No.	Binder Size	Ring Size	A-Z Index	Forms in Book			Price
				Form No.	Size	Quantity	
LL-8120	8x5	1	25 Div.	8001	3½x5	100	\$5.50

NEWS RELEASE

Effective May 1, 1966:

NEW PRICES

1. All Loose-leaf Ideal System Bookkeeping & Tax Records:

Now \$3.95:

R-2031 2607 2611

Now \$5.50:

3021	3091	3321	3631
3031	3111	3411	3641
3041	3121	3412	3800
3051	3131	3421	3804
3061	3141	3422	P-3804
3071	3211	3511	3812
3081	3221	3611	3831
3082	3311	3621	3836

Now \$7.50:

5021	5131	5311	5611
5031	5141	5411	
5111	5221	5511	

2. Ideal System Binders (9½" x 12½", red). Stock No. B-2: \$2.25.
3. Ideal's Individual Payroll Record, 12 per box, Stock No. 917: \$.65 ea.; \$7.80 per box.

World's largest publisher of simplified bookkeeping and tax record systems.



THE IDEAL SYSTEM COMPANY
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New York 10006